

Sponsor Information

Background:

The core constituency base for hunting, angling and boating is vital to the economy in Kentucky, adding \$5.94 Billion to Kentucky's economic engine. Recent increases in participation bode well for funding conservation of our fish and wildlife resources into the next generation. As participation in hunting, fishing, shooting sports and boating activities continues to increase, state fish and wildlife agencies are uniquely positioned to, and tasked, with a greater responsibility to engage a variety of both current users and potential user groups in outdoor recreation to increase public support and develop new methods of funding for fish and wildlife conservation.

The FALL sweepstakes is designed to RAISE AWARENESS, ENGAGE and to facilitate more interaction with the sportsmen and sportswomen of Kentucky. KDFWR's social media pages were designed to inform, engage, and encourage participation by new and existing stakeholders in fishing, hunting and other wildlife-related recreation and conservation.

The Kentucky Department of Fish and Wildlife Resources (KDFWR) are therefore seeking financial and in kind assistance for the 2016 Fall Sweepstakes. The initial funding of this initiative through sponsorship should begin a perpetual source of funding to expand KDFWR's communication digitally and for future social media initiatives.

Timeframe:

In accordance with KRS 45A.085(2) this sponsorship will be posted on the agency's website for a minimum of seven (7) calendar days, beginning on **August 15, 2016**. This sponsorship opportunity may also be linked to other Commonwealth web sites, the Kentucky Afield radio and television shows as available, and awareness will be raised through other media, such as publication in newspapers, press releases and social media as practicable. Also, each sponsorship opportunity includes specific commitments, as described herein.

Initiative:

KDFWR continues to seek out and expand outreach opportunities that promote hunting and fishing. With the support of sponsors, we are proud to be able to offer sportsmen and sportswomen who stay connected with the agency via Social Media Platforms, the chance to win a Fall Outdoors Package that includes archery themed product for one (1) overall winner.

More specifically, one (1) successful entrant in the contest will win the following:

Cross Bow Package – Crosman Sniper 370 XBOW \$399.99

Hunting Blind – Ameristep Bone Collector Blind #2115 \$249.99

Fall Restraint System – Hunter Safety System Bowhunter L/XL \$59.99

Cross Bow Case – SKB 2-SKB – RCC –ROTO Crossbow Case \$389.99

Trail Camera - HCO Spartan Mobile Cam \$429.49

Archery Target – 3 Yellow Jacket Supreme F/P Targets \$65.99 each

Arrows – Goldtip Hunter Size 400 \$99.99

Broadheads – 2 X Wacem 100 gr. Expandable \$39.99

Scent Elimination System – Nose Jammer Pro Pack \$34.95

Camo Clothing – Robinson Outdoors Knock Out Jacket & Pants \$200

BackPack – Badlands Monster Fanny Pack New Approach Camo \$140

KDFWR is therefore seeking financial and in kind assistance for the Fall Sweepstakes. The initial funding of this initiative through sponsorship should begin a perpetual source of funding to expand KDFWR’s communication digitally and for future social media initiatives.

Sponsorship Opportunities:

KDFWR IS SEEKING ASSISTANCE FOR THE FALL SWEEPSTAKES. ASSISTANCE MAY BE PROVIDED AS FOLLOWS:

Sponsor(s) would provide funding and/or in-kind services for events:

- ***Financial Sponsorship*** (in lieu of or in addition to providing in-kind services for events): Strong private partnerships are essential to continue the fish and wildlife conservation successes and the fishing and hunting traditions in Kentucky. By committing to this Sponsorship, sponsors help KDFWR achieve our mission and mandate as the stewards of wildlife, and help to continue the fishing and hunting traditions in the Commonwealth of Kentucky. In return for this Sponsorship, your business will have significantly increased potential in getting your brand and messages delivered to hunters, anglers, boaters and wildlife conservationist throughout the entire state of Kentucky and non-residents who participate in these activities in Kentucky.

SPONSORSHIP OPPORTUNITIES (1 THROUGH 2):

KDFWR IS SEEKING SPONSORSHIP FOR ONE (1) EVENT IN THE 2016 CALENDAR YEAR. A MINIMUM OF ONE PRESENTING SPONSOR (MAX. 4) AND ONLY ONE TITLE SPONSOR AS PROVIDED IN COMPONENT 2.

1. “Presenting” Sponsor Level of the Fall Facebook Sweepstakes (Up to 4 at this level)

Cash Option (In Lieu of Providing/Donating Equipment):

Min \$1,200 Max \$3,500 Up to Four (4) Presenting Sponsors

The “Presenting” Sponsor(s) of The FALL Sweepstakes shall Provide or Fund for Purchase:

Cross Bow Package – Crosman Sniper 370 XBOW \$399.99

Hunting Blind – Ameristep Bone Collector Blind #2115 \$249.99

Fall Restraint System – Hunter Safety System Bowhunter L/XL \$59.99

Cross Bow Case – SKB 2-SKB – RCC –ROTO Crossbow Case \$389.99

Trail Camera - HCO Spartan Mobile Cam \$429.49

Archery Target – 3 Yellow Jacket Supreme F/P Targets \$65.99 each

Arrows – Goldtip Hunter Size 400 \$99.99

Broadheads – 2 X Wacem 100 gr. Expandable \$39.99

Scent Elimination System – Nose Jammer Pro Pack \$34.95

Camo Clothing – Robinson Outdoors Knock Out Jacket & Pants \$200

BackPack – Badlands Monster Fanny Pack New Approach Camo \$140

The “Presenting Sponsor(s) of the FALL Sweepstakes shall receive the following benefits:

- Your business named/identified as a “Presenting” sponsor in any media (television or radio) advertisements promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.
- Ability to coupon participants and fans of KDFWR Facebook and Twitter page(s) during Contest time period. All costs associated with construction of, delivery of and redemption processes are the responsibility of the **Sponsor(s)**.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

2. “Title” Sponsor Level of the Spring Sweepstakes (1 at this level)

CASH OPTION (IN LIEU OF PROVIDING/DONATING EQUIPMENT):

Min \$2,500 Max \$5,000

“Title” sponsor of the Spring Sweepstakes shall Provide or Fund for Purchase:

- Cost of Third Party App to host Sweepstakes in Accordance with Facebook and Twitter rules and Regulations
- Digital Advertising to Over 900,000 Facebook Fans on outdoor-related Fan Pages
- Cross Bow Package – Crosman Sniper 370 XBOW \$399.99
- Hunting Blind – Ameristep Bone Collector Blind #2115 \$249.99
- Fall Restraint System – Hunter Safety System Bowhunter L/XL \$59.99
- Cross Bow Case – SKB 2-SKB – RCC –ROTO Crossbow Case \$389.99
- Trail Camera - HCO Spartan Mobile Cam \$429.49
- Archery Target – 3 Yellow Jacket Supreme F/P Targets \$65.99 each
- Arrows – Goldtip Hunter Size 400 \$99.99
- Broadheads – 2 X Wacem 100 gr. Expandable \$39.99
- Scent Elimination System – Nose Jammer Pro Pack \$34.95
- Camo Clothing – Robinson Outdoors Knock Out Jacket & Pants \$200
- Backpack – Badlands Monster Fanny Pack New Approach Camo \$140

THE “TITLE” SPONSOR OF THE FALL SWEEPSTAKES SHALL RECEIVE:

- Your business named/identified as a “Title” sponsor in any media (television or radio) advertisements promoting the event.
- Your logo and mention of sponsorship will be included on all print advertisements promoting the event.
- Ability to coupon participants and fans of KDFWR Facebook and Twitter page(s) during Contest time period. All costs associated with construction of, delivery of and redemption processes are the responsibility of the **Sponsor(s)**.
- ***Ability to survey with up to three (3) questions all registrants who enter to win Sweepstakes***
- ***Receive Name and Email of registrants who enter Sweepstakes for “Title” Sponsor’s future use***

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice. All checks should be payable to the Kentucky Department of Fish and Wildlife Resources.

EVALUATION:

KDFWR will review all responses in accordance with the evaluation factors set forth below:

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| 1. Sponsor Investment in Dollars (\$): | 60 Points Max |
| 2. Experience/Previous Sponsorship Activities: | 40 Points Max |

Potential sponsors must include their investment amount and a list of experience/previous sponsorship activities. A minimum of one sponsor per component is being sought. The Department reserves the right to reject potential sponsors whose branding, image and/or mission are in conflict with the department’s goals, mission, and values.

Note: The KDFWR reserves the right to reject any sponsors whose branding, image and/or mission are in conflict with the department’s goals, mission, values, or that

exceed our requirements. Selected sponsor(s) are expected to provide support and meet their obligations through the duration of the event with set up and break down on the designated dates. Because we expect to hold several events throughout 2016, all event sponsors selecting either financial and/or "in-kind" services/products must submit via email, defining the level of sponsorship and/or services/products to the attention of:

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